

ABSTRACT

In accordance with a first aspect of the present invention, a method of customizing the browsing experience of a user of a Web site comprised of a plurality of Web pages is provided. Each Web page is indexed using at least one coding system. A user record for
5 each user is maintained on the Web site, which contains personal information of the user coded in accordance with said coding system. The user's browsing experience on the site may thus be readily customized using the user's personal information via code comparison. In accordance with a second aspect of the present invention, a method of ensuring the privacy of the user's personal information is provided through use of a unique Universal Anonymous
10 Identifier (UAI) assigned to each user by a third party registration authority.